

2020 Q2 Road v.1

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Ultra High-Performance 4-Seasons tire for road with enhanced Bead to Bead protection, wet grip and long life.



EAGLE FI

The Ultra High-Performance all-round road race tire.

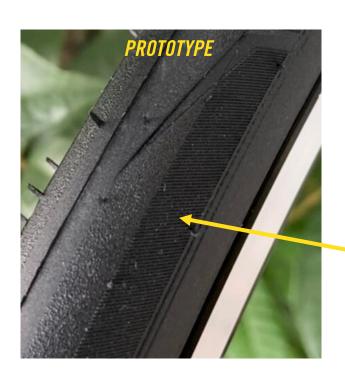








Vector 4Seasons High-Performance Road



Ultra High-Performance 4-Seasons tire for road with enhanced Bead to Bead protection, wet grip and long life.

Key Features

Armor Bead To Bead Protection for improved cut resistance.

Shield under tread breaker belt.

Shoulder siping for improved cornering in wet conditions.

Dynamic:Silica4 Compounding for improved wet grip.





Vector 4Seasons High-Performance Road -SIZES AND SPECIFICATIONS-

Goodyear Vector 4Seasons Hot Patch



Specification Table





Tread	Туре	Compound	Protection	ETRTO	Size	Weight	
VECTOR 4 S e a s o n s	Tube Type Clincher	Dynamic:Silica4	Dual R:Shield B2B Armor	25-622	700x25c	250g	
VECTOR 4 S e a s o n s	Tube Type Clincher	Dynamic:Silica4	Dual R:Shield B2B Armor	28-622	700x28c	280g	
VECTOR 4 S e a s o n s	Tube Type Clincher	Dynamic:Silica4	Dual R:Shield B2B Armor	30-622	700x30c	300g	
VECTOR 4 S e a s o n s	Tube Type Clincher	Dynamic:Silica4	Dual R:Shield B2B Armor	32-622	700x32c	330g	

All published weights are $\pm 5\%$. Specifications subject to change without notice.



Vector 4SeasonsHigh-Performance Road -MARKET POSITIONING-

Goodyear Vector 4Seasons Key Features

Ultra High-Performance all-season road tire.

Dynamic:Silica4 compound tread cap for improved wet grip and low rolling resistance.

Armor bead to bead cut and abrasion protection.

Shield under tread breaker belt for puncture protection.

Replacement Market: Target RRP

- USD 60-65
- GBP 47
- EUR 53

Initial Ship: Q2 - 2020

Direct Competitors — Global Brands

Continental Grand Prix 4-Season RRP

- USD 75
- GBP 55
- EUR 56.90

Michelin Power All Season RRP

- USD 50-55
- GBP 55
- EUR 48

Pirelli Velo P-Zero 4 RRP

- USD 65
- GBP 50
- EUR 46.90

Specifications subject to change without notice.



Eagle Sport High-Performance Road -SIZES AND SPECIFICATIONS-

EAGLESport

Fitments: 700x25 & 700x28

Weight: 250g / 280g

Construction: 60tpi / Folding Bead / Tube Type

Compounding: Dynamic:Silica



Race







Eagle Sport High-Performance Road -SIZES AND SPECIFICATIONS-

Goodyear Eagle Sport Hot Patch

GOOD YEAR EAGLE SPORT TUBE TYPE 700x25c 25-622



Specification Table

Tread	Type	Compound	Casing	ETRTO	Size	Weight
EAGLE Sport	Tube Type Clincher	Silica	1-Ply COL 60tpi	25-622	700x25c	250g
EAGLE Sport	Tube Type Clincher	Silica	1-Ply COL 60tpi	28-622	700x28c	280g

All published weights are $\pm 5\%$. Specifications subject to change without notice.



Eagle Sport High-Performance Road -MARKET POSITIONING-

Goodyear Eagle Sport Key Features

High-Performance folding bead road tire.

Usage specific Silica based compound tread cap for increased wear life and puncture protection.

Class leading weight with Durable 60tpinylon casing fabric.

Replacement Market: Target RRP

USD 30

GBP 20

EUR 25

Initial Ship: Q2 - 2020

Direct Competitors — Global Brands

Continental Ultra Sport III RRP

- USD 30-35
- GBP 20
- EUR 20

Michelin Lithion 3 (folding) RRP

- USD 30
- GBP 25
- EUR 30

Direct Competitors — Cycling Brands

Vittoria Zaffiro / Rubino RRP

- USD 25 40
- GBP 27
- EUR 27

Schwalbe Lugano 2 (folding) RRP

- USD 33
- GBP 30
- EUR 32

Specifications subject to change without notice.



Road Q2 2020 Timeline

Window #	<u>Jan-20</u>	<u>Feb-20</u>	<u>Mar-20</u>	<u> Apr-20</u>	<u>May-20</u>	<u>Jun-20</u>	<u>Jul-20</u>	<u>Aug-20</u>	Sep-20	Oct-20	Nov-20	<u>Dec-20</u>	<u>Jan-21</u>	<u>Feb-21</u>	<u>Mar-21</u>
Win1-20	Build		Process	Water	In Market										
Win2-20			Bui	ld	Process	Water	In Market								
Win3-20		Build				ild	Process	Water	In Market						
Win4-20							Bu	ild	Process	Water	In Market				
Win5-20									Bui	ild	Process	Water	In Market		
Win6-20											Bui	ld	Process	Water	In Market
Product Set Offered	N/A		Full Line 1H NPI TBA		Full Line		Full Line 2H NPI TBA		Full Line		Full Line		Full Line		

Key Dates

Introduction // Window 2: 1H New Product Introduction (NPI)

Initial Shipments // May – June 2020

Product Launch & In Market // June 2020





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